

Message Text

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PAGE 01 SINGAP 00378 250802Z
ACTION EA-12

INFO OCT-02 ISO-00 EB-08 /021 W
-----130020 252119Z /70
R 250645Z JAN 78
FM AMEMBASSY SINGAPORE
TO USDOC WASHDC
INFO SECSTATE WASHDC 9479

UNCLAS SINGAPORE 0378

E.O. 11652: N/A
TAGS: BEXP, SN
SUBJECT: U.S. SEA TELECOMMUNICATIONS CONFERENCE & EXHIBIT,
JANUARY 19 - 21, 1978.

REF: USDOC 00651

1. SUBJECT CONFERENCE AND EXHIBITION NOW CONCLUDED WITH RAVE NOTICES FROM BOTH SODOLSKI OF EIA AND BLACK OF SHOW COMPANY INTERNATIONAL, EXHIBITION ORGANIZER.

2. USIMC DIRECTOR AND DEPUTY DIRECTOR INTERVIEWED SODOLSKI ON SATURDAY, JANUARY 21 AND BLACK ON MONDAY, JANUARY 23. BOTH AGREED THAT THIS EXHIBITION WAS HIGHLY SUCCESSFUL, BORDERING ON "SUPER" ACCORDING TO SODOLSKI. BLACK ESTIMATED THAT 85 PERCENT OF THE TELECOMMUNICATIONS CAPACITY OF U.S. INDUSTRY WAS REPRESENTED AT THIS 22-COMPANY EXHIBIT. BOTH BLACK AND SODOLSKI ANTICIPATED LIMITED RESULTS FOR COMMERCE PROCUREMENT EFFORTS PARTICULARLY WHERE LARGE FIRMS SUCH AS GENERAL ELECTRIC, IT&T, GT&E AND WESTERN ELECTRIC ARE CONCERNED. OF GREATER IMPORTANCE, HOWEVER, IS THE FACT THAT THE SINGAPORE EXHIBITION AND CONFERENCE SIGNALLED THE START OF A 5-YEAR EXHIBIT PROGRAM, WITH THE NEXT EVENT TO TAKE PLACE IN NAIROBI, KENYA ONE YEAR FROM NOW. THE SINGAPORE EVENT UTILIZED 12,000 SQ.FT. NAIROBI WILL UTILIZE APPROXIMATELY 20,000 SQ.FT.

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3. ACCORDING TO BLACK, THE HIGHLIGHTS OF THE EXHIBITION WERE THE TOTAL NUMBER OF REGISTERED ATTENDEES OF 915. THEIR EXPECTATIONS WERE CONSIDERABLY LESS. THE SAME WAS TRUE FOR SEMINAR SESSIONS WHERE 400 ATTENDEES PER SESSION CONSTITUTED TWICE THE ESTIMATE ORIGINALLY PLANNED.

4 WHILE THERE ARE NO SALES FIGURES AVAILABLE, ALL EXCEPT ONE

EXHIBITOR WAS EXTREMELY HAPPY WITH THE FLOOR ACTION.

5. ON THE NEGATIVE SIDE, BLACK FELT THAT AN INADEQUATE JOB HAD BEEN DONE IN ATTRACTING MAJOR COMMERCIAL ENTERPRISES.

6. BLACK ESTIMATED THAT NEARLY 600 OF THE 915 ATTENDEES CAME FROM OUTSIDE OF SINGAPORE. IF THIS FIGURE IS CORRECT, IT IS OUTSTANDING. BLACK HAS PROMISED TO PROVIDE THE USIMC WITH A REGISTERED VISITOR LIST WITHIN THE NEXT 10 DAYS WHICH WE SHALL OF COURSE MAKE FULL USE OF.

7. THE EXHIBITION WAS OPENED OFFICIALLY BY THE U.S. AMBASSADOR, JOHN HOLDRIDGE AND BOTH SODOLSKI AND BLACK WERE GRATEFUL AND PLEASED WITH HIS PARTICIPATION.

8. AS THE NAME OF THIS EXHIBITION IMPLIED, THE 22 COMPANIES ALMOST ALL EXHIBITED EQUIPMENT RELATING DIRECTLY TO THE TELECOMMUNICATIONS INDUSTRY. THE RANGE OF PRODUCTS WAS FAIRLY NARROW IN SCOPE BUT WOULD BE CONSIDERED HIGHLY SOPHISTICATED SPACE AGE COMMUNICATIONS. SATELLITE COMMUNICATIONS WERE QUITE PREVALENT. THERE WAS HEAVY EMPHASIS ON GRAPHICS TO SHOW APPLICATIONS OF THE EQUIPMENT.

9. THE CONTRACTOR FOR THE EXHIBIT SYSTEM WHICH BARELY MET INTERNATIONAL STANDARDS WAS OUR OLD FRIEND, CITYNEON.

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10. NO PARTICIPATION FEES WERE DIVULGED BY BLACK OR SODOLSKI BUT ONE COMPANY INDICATED THAT THE TOTAL VENTURE COST THEM NEARLY US\$20,000 OUT OF POCKET, NOW COUNTING TIME OF PERSONNEL INVOLVED.
HOLDRIDGE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SINGAP00378
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780037-1007
Format: TEL
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780124/aaaaatti.tel
Line Count: 99
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Message ID: 6ec8a1e0-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3716210
Secure: OPEN
Status: NATIVE
Subject: U.S. SEA TELECOMMUNICATIONS CONFERENCE & EXHIBIT, JANUARY 19 - 21, 1978.
TAGS: BEXP, SN
To: COM
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/6ec8a1e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014